1988–89
ANNUAL REPORT

ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL

Alberta

90-07354/

Alberta
AGRICULTURE

Office of the Minister

131 Legislature Building, Edmonton, Alberta, Canada

To Her Honour the Honourable Helen Hunley
Lieutenant-Governor of the Province of Alberta

Madame:

The Alberta Agricultural Products Marketing Council is the agency responsible for the administration of the Marketing of Agricultural Products Act.

In accordance with the Marketing of Agricultural Products Act, the Council has prepared a report summarizing its activities in the 1988-89 fiscal year. I respectfully submit the annual report of the Alberta Agricultural Products Marketing Council for the fiscal year ended March 31, 1989.

Respectfully submitted,

Ernie Isley

Ernie Isley
Minister of Agriculture

Alberta
AGRICULTURE
Agricultural Products
Marketing Council

J.G. O'Donoghue Building, #305, 7000 - 113 Street, Edmonton, Alberta, Canada T6H 5T6 403/427-2164

Honourable Ernie Isley
Minister of Agriculture
131 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Sir:

The Alberta Agricultural Products Marketing Council would like to present to you its report for our activities for the period April 1, 1988 to March 31, 1989.

Council has had a very busy and productive year. All of the boards and commission under our administration are now very busy preparing themselves to meet the new challenges and opportunities created out of the completion of the Trade Agreement with the United States.

We anticipate being even busier with the activities which will no doubt be created out of the current discussions at GATT.

We expect that by August of this year, there will be two new commissions operating in this province, for the canola and pulse growers. These initiatives will come forward as recommendations to your office out of the amendments to our Act which created the opportunity for establishing producer organizations with a refundable service charge. We also believe that there will be several other new commissions coming forward within a year or so.

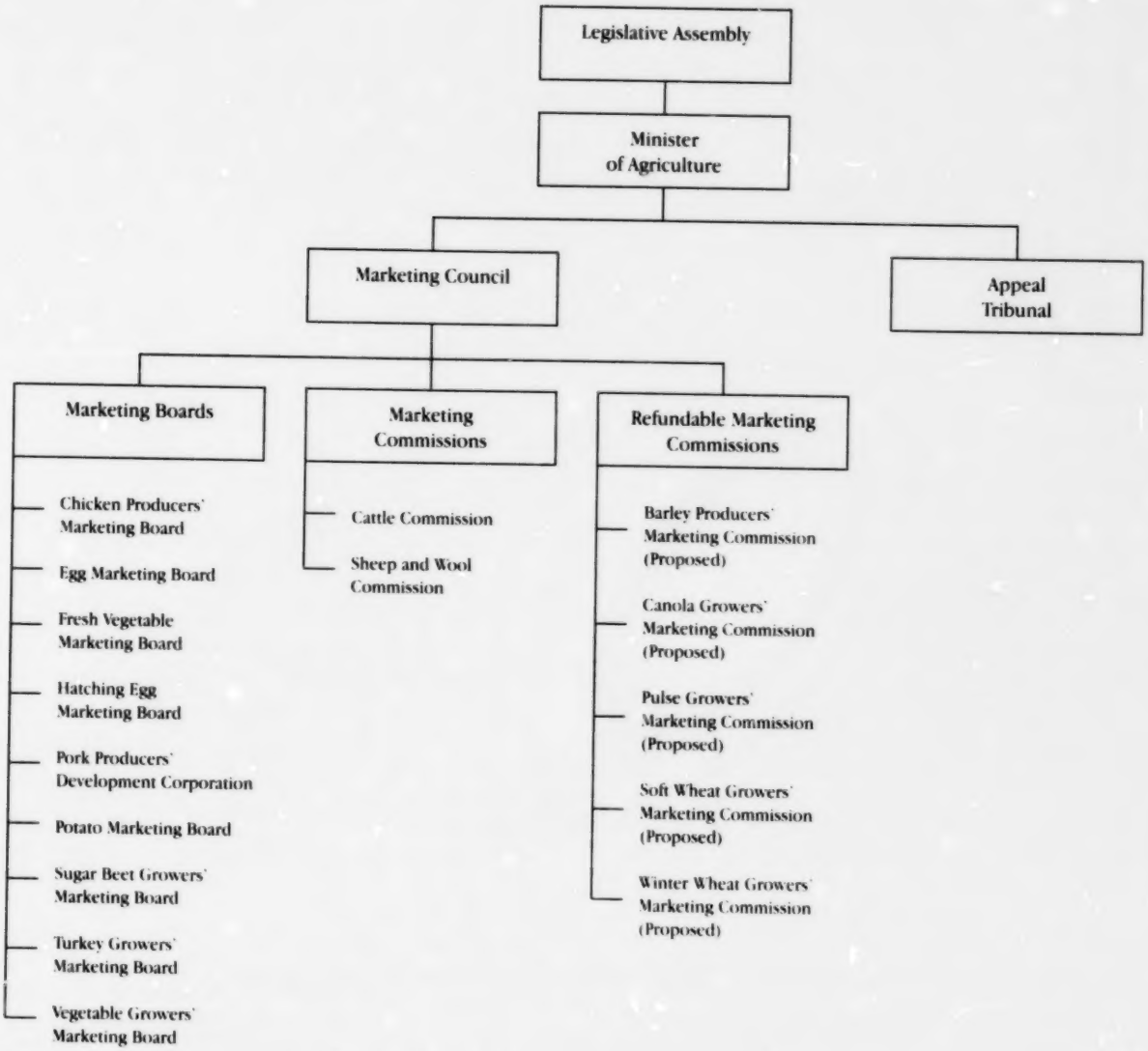
Your Marketing Council members and staff have worked very hard to assist the producers achieve their goals. We have very much appreciated the support of yourself and your office through these interesting times.

Respectfully submitted,

Harvey Buckley

Harvey Buckley
Chairman

Agricultural Products Marketing Council



MEMBERS OF MARKETING COUNCIL 1988/89

Front Row: (left to right):
Ken Smith (General Manager), Harvey Buckley (Chairman), Honourable Ernie Isley (Minister of Agriculture), Isabelle Drake, Dietrich Kuhlmann (Vice Chairman)

Back Row (left to right):
Garry Benoit, Frank Spanbauer, Clif Foster (Secretary), John Prentice, Aaron Falkenberg, Ron Hieratch, Doug Caswell

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ALBERTA AGRICULTURAL PRODUCTS MARKETING COUNCIL

History of the Council

The Alberta Agricultural Products Marketing Council was established in 1965 by means of the Marketing of Agricultural Products Act. The Marketing Council is a crown corporation. It administers the Act under the supervision of the Minister of Agriculture. The Marketing Council facilitates and regulates the establishment and operation of various producer marketing plans.

In 1972, the Minister expanded the number of members of the Council to eight, and revised its terms of reference to be consistent with the Government of Alberta's and the Alberta Department of Agriculture's policies for the marketing of agricultural products. The new Council placed less emphasis on its regulatory function and greater emphasis on encouraging and supporting Alberta's marketing boards and commissions. The goal of the Council is to encourage the boards and commissions to be aggressive marketers, and to secure markets both domestically and abroad. Particular emphasis is put on the establishment of export markets.

The Marketing of Agricultural Products Act was amended again in 1987. While the basic structure of the legislation did not change, the balance of administrative powers did; the new Act required more direct involvement of Cabinet and the Minister of Agriculture.

Duties of the Council

In order for a producer group to become a marketing board or commission, it must produce a marketing plan for ultimate approval by the Lieutenant Governor in Council. If the plan is approved (this may require a producer plebiscite), the Marketing Council may use its authority to grant specific regulation-making powers to the marketing board or commission. Council further approves any future regulations passed or amended by each board or commission.

Council's duties, as stated in the Act, are:

a) to advise the Minister of matters relating to the establishment, operation and control of boards and commissions;
b) to review each proposed marketing plan submitted to it, and to decide if public hearings or meetings should be held with respect to the proposed plan;
c) to make recommendations to the Minister with respect to the establishment, amendment and termination of a plan;
d) to conduct votes on plans for the establishment, amendment or termination of plans and of boards and commissions;
e) to supervise the operation of boards and commissions;
f) to administer the regulations made under the Act;
g) to perform any other duties and functions necessary in order to exercise the authority given to it under the Act and the regulations; and
h) to carry out any other duty assigned to it by the Minister of Agriculture or the Lieutenant Governor in Council.

SUPERVISION OF MARKETING BOARDS AND COMMISSIONS

In 1988-89, the Alberta Agricultural Products Marketing Council supervised the operations of nine marketing boards and two commissions:

The Alberta Cattle Commission
The Alberta Chicken Producers' Marketing Board
The Alberta Egg and Fowl Marketing Board
The Alberta Fresh Vegetable Marketing Board
The Alberta Hatching Egg Marketing Board
The Alberta Pork Producers Development Corporation
The Alberta Sheep and Wool Commission
The Alberta Sugar Beet Growers' Marketing Board
The Alberta Turkey Growers' Marketing Board
The Alberta Vegetable Growers' Marketing Board

In 1988-89, the Marketing Council fulfilled its supervisory role in the following ways:

- attended annual and producer meetings of boards and commissions;
- reviewed the minutes and financial reports of boards and commissions;
- held joint meetings with officials of marketing boards and commissions;
- held joint meetings with groups contemplating the formation of commissions;
- reviewed the annual reports of the boards and commissions;
- approved regulations and amendments to board and commission plans;
- represented the province with respect to those commodities under national plans as required by Federal and Provincial agreements;
- assisted marketing boards in the development of trade regulations and export initiatives.

The following pages summarize the roles and activities of each of the boards and commissions now operating in the Province of Alberta.

The Alberta Cattle Commission (ACC)

The Alberta Cattle Commission Plan was implemented in 1969. The function of the Commission is to collect a service charge for promotion, advertising, research and other programs designed to meet the objectives of the plan. The objectives of the plan are:

a) to carry out programs that assist producers, processors, and dealers in the production, grading, and marketing of cattle;
b) to carry out studies and research with respect to production, processing, grading and marketing of cattle, and consumer needs and demands related to the cattle industry;
c) to carry out promotional activities relevant to the production, processing, grading, and marketing of cattle;
d) to advise governments on matters concerning the cattle industry;
e) to work with and support organizations that have objectives similar to those of the Commission;
f) to monitor and recommend quality standards.

The Alberta Cattle Commission is composed of several committees, focusing on issues in the following areas: Feed Grains; Market Information; Animal Health and Beef Production; Land Use; Promotion, Product and Market Development; Credit and Tax; and Producer Liaison.

The Market Development Subcommittee of the ACC Promotion Committee has collaborated with Alberta Agriculture in the development of new markets for Alberta beef in other Canadian provinces and in the United States, Japan, Hong Kong, and Singapore. In 1988-89, the ACC was instrumental in the formation of the Canadian Beef Export Federation, an organization dedicated to exploring and developing export markets for Canadian beef products.

Beef quality and food safety continued in 1988-89 to be priority issues for Alberta's beef industry. The Alberta Cattle Commission organized an industry meeting to discuss the issue of beef quality, and a number of innovations in grading and processing procedures resulted from the discussion. As well, the ACC put together a comprehensive presentation on beef safety suitable for a wide range of audiences.

In 1988-89, the executive and staff of the Alberta Cattle Commission were:

George Schoepp, Chairman	963-3376	Stony Plain
Dale Greig, Vice-Chairman	674-4246	Barrhead
Len Vogelaar, Past Chairman	627-2078	Pincher Creek
Robert Mitchell, Finance Chairman	627-2106	Pincher Creek

Dennis Laycraft, General Manager
Joanne Lemke, Assistant Manager - Public Relations
Gordon Mitchell, Assistant Manager - General Operations

The Alberta Cattle Commission office is located at #216, 6715 - 8 Street N.E., Calgary. Telephone: (403) 275-4400.

The Alberta Chicken Producers' Marketing Board

The Alberta Chicken Producers' Marketing Board Plan was implemented in 1965. It was the second chicken marketing board to be formed in Canada. The Board's functions are to set prices to be paid to producers and to allot marketing quotas for all production within the province. As stated in the plan, the Board's duties are:

a) to maintain a fair, stabilized price for the regulated product;
b) to develop and maintain the orderly marketing of the regulated product;
c) to provide a uniform, high quality of regulated product for the market;
d) to maintain adequate advertising and promotion of the regulated product;
e) to ensure a consistent, year-round supply of the regulated product for the trade and consumer market;
f) to work with marketing boards having similar objectives in other provinces of Canada;
g) to make regulations providing for the marketing of broilers, roasters and rock cornish chickens through separate quotas for each category.

In the early 1970s, the Alberta Chicken Producers' Marketing Board began issuing permits to producers to raise roasters (birds of more than 2.5 kilograms live weight). This production was separate from the existing production under quotas; the quota is applied specifically to broilers (live weight of between 1.0 and 2.5 kilograms). In 1984, the Board began the process of changing the roaster permits to quota. This was accomplished through a series of grower meetings. The process required the use of a "Roaster Factor", a formula that converted a producer's permit production to the equivalent total chicken production by weight. In 1987, there was an amalgamation of roaster factor and broiler quota into what is now called "chicken quota". When a grower amalgamated, his roaster factor became "advance quota", which is a distinct category different from the original broiler quota granted by the Board.

In the beginning, the proposed amalgamation resulted in much disagreement and several producer appeals to the Marketing Council. As a result, in late 1987, Council undertook an audit of the Alberta Chicken Producers' Marketing Board's records on roasters produced under permit. The audit covered the period from 1979 to 1984, which had been the agreed base period for determining production in the amalgamation process. The audit verified marketing rather than placements and identified the reasons for the changes that were made to placements during this period. The audit also resolved the major difficulties which arose in setting the quotas that were granted.

In 1988-89, the Board members and staff of the Alberta Chicken Producers' Marketing Board were:

David Falkenberg, Chairman	742-4557	Stettler
Ben Luellau	556-2423	Olds
Dale Steckly	337-2066	Carstairs
Vic Wiens	662-2122	Tofield
Eugene Ewasiuk	556-2423	Holden

Jack Dueck, Secretary-Manager

The Board office is located at Suite 101, 11826 - 100 Avenue, Edmonton. Telephone: (403) 488-2125.

The Alberta Egg and Fowl Marketing Board

The Alberta Egg and Fowl Marketing Board continues to operate under its original plan, which was implemented in 1967. The functions of the Alberta Egg and Fowl Marketing Board are to set prices paid to producers and to allot production and marketing quotas. The plan is currently under revision to reflect both the revised Alberta Agricultural Products Marketing Act and changes within the industry. The Board's regulations are also being revised. An important part of this process is the development of a workable Quota Transfer Policy that will be fair to existing industry members while making allowances for new entrants.

In 1988-89, there were 234 registered quota holders in Alberta. While the provincial average for production units is 6,331 layers, the actual flock size ranges from 90 to 48,000 layers. Effective January 1, 1989, producers received a one percent quota increase as a result of a reduction in the number of hens in unregulated flocks. This decrease in unregulated hen numbers was significant enough to offset the two percent national quota cutback authorized by the Canadian Egg Marketing Agency.

Producer prices for eggs are based on the costs of production. In 1988, summer drought created feed shortages which in turn resulted in increased feed costs. Prices for eggs paid to producers increased dramatically and, in August 1988, the price paid to producers for Grade A large eggs at the farm gate rose from $1.04 to $1.10 per dozen. On March 31, 1989, the price for Grade A Large eggs was $1.16 per dozen.

In 1988-89, the Alberta Egg and Fowl Marketing Board continued their promotional activities. The overall objective of these activities was to increase the demand for eggs by emphasizing their nutritional value and the speed and ease with which they can be prepared. In developing its program, the Alberta Board worked very closely with the Canadian Egg Marketing Agency to build on existing national programs and to work in areas not already covered by CEMA. As well, specific programs were developed to address advertising, food service, education, retailing and direct consumer contact.

In 1988-89, the Board members and staff of the Alberta Egg and Fowl Marketing Board were:

Charlie Van Arnam, Chairman	337-2188	Carstairs
Rudy Kiist, Vice-Chairman	782-6606	Lacombe
Peter Entz	344-4433	Milk River
Harley Fried	632-7320	Vegreville
Manfred Kanehl	963-6957	Stony Plain
Merlyn Mayer	766-3197	Wembley
George McMillan, Member-at-Large	349-2404	Legal
Paul Gross, Member-at-Large	627-4021	Pincher Creek

Warren P. Chorney, General Manager
Jane Carlyle, Promotion Co-ordinator
Glenn Mason, Fieldman
Liam Keane, Fieldman
Pam Unrau, Office Manager
Beth Thibodeau, Secretary

The Board is located at #15, 1915 - 32 Avenue N.E., Calgary, Alberta T2E 7C8. Telephone (403) 250-1197. Fax (403) 291-9216.

The Alberta Fresh Vegetable Marketing Board

The Alberta Fresh Vegetable Marketing Board was implemented in 1974. The functions of the Board are to set minimum prices to be paid to producers and to see that a system of grading is maintained. The specific purposes of the plan are:

a) to establish and maintain a stabilized minimum price or prices at which the regulated product, or any class or grade thereof, whether packaged or handled in bulk, may be sold by the producer or the owner of a producer-owned facility to a dealer;
b) to establish and maintain a system of marketing whereby the regulated product is marketed through the regular marketing channels in accordance with the plan and the regulations enacted with reference to the plan;
c) to license dealers, designated agencies, producer agents, and registered producers;
d) to establish and maintain a system of grading wherein all regulated product must be graded before it is purchased by a dealer;
e) to promote, develop and conduct programs for improving the quality and standard of the regulated product;
f) to encourage and conduct research with respect to the production and marketing of the regulated product;
g) to maintain a high quality of regulated product;
h) to cooperate with the Government of Canada and the Government of Alberta with respect to the maintenance of the quality of the regulated product;
i) to cooperate with marketing boards and commissions, cooperatives, corporations and grower associations located in Alberta or other provinces and territories of Canada.

In 1988, the Alberta Fresh Vegetable Marketing Board set up in-store demos and conducted in-store surveys. The three videos produced in 1987 by the Board had continued success in 1988-89. Promotion continues to be an ongoing project for the Alberta Fresh Vegetable Marketing Board.

In 1988-89, the Alberta Fresh Vegetable Marketing Board members were:

Jim Hole, Chairman	459-6498	St. Albert
Casey Gouw, Vice-Chairman	223-1440	Taber
Curtis Huber	548-6671	Redcliff
Harry Halma	223-8264	Cranford
Nick Melnik	832-2291	Seven Persons
Rod Bradshaw	227-5414	Innisfree
Doug Visser	472-6119	Edmonton

Sharon Chmielewski, Secretary-Manager

The Board office is located in Lethbridge at 220E 12 Street A North. Telephone: (403) 327-0447. Fax (403) 327-0766.

The Alberta Hatching Egg Marketing Board

The Alberta Hatching Egg Marketing Plan was implemented in 1982. The functions of the Board are:

a) to regulate the production of hatching eggs to meet the Alberta provincial demand;
b) to negotiate prices to be paid to producers by hatcheries for broiler hatching eggs, and to allot production and marketing quotas;
c) to bring responsible representation to the Canadian Broiler Hatching Egg Marketing Agency and ensure all national proceedings are in the best interest of Alberta hatching egg producers, by having a director from Alberta present at all national Agency meetings. Over the past three years, the Alberta Hatching Egg Board has been actively pursuing, along with the National Agency, the introduction of import controls.

Through the Board, Alberta producers have been successful, year after year, in supplying 98 percent to 100 percent of all hatching eggs required by Alberta hatcheries. While other provinces have struggled with large amounts of U.S. imports of chicks and eggs, Alberta has been relatively free of this problem. In 1988, no eggs or chicks were imported into Alberta.

There are 58 broiler hatching egg producers in the province with an average of 7,484 breeding stock each.

In 1988-89, the Alberta Hatching Egg Board members and staff were:

George Wickersham,
Chairman.....546-3063 Linden
Case Hoetmer,
Vice-Chairman.....348-5507 Clyde
Dave Thiessen.....345-4229 Coaldale
Vern Crawford.....443-2227 Three Hills
Marty Notenbomer.....553-2089 Monarch

Leo Douziech, Secretary-Manager

The Board office is located at 14815-119 Avenue, Edmonton. Telephone (403) 451-5837.

The Alberta Pork Producers' Development Corporation

The Alberta Pork Producers' Marketing Plan was proclaimed in 1968 following a producer vote in favour of the establishment of a hog marketing board. In the years prior to 1968, less than three percent of all Alberta slaughter hogs were sold by public auction at terminal markets. Over 97 percent were sold through limited negotiations between producers and buyers or on a non-competitive basis that was formula-priced from the limited volumes at terminal markets. Price establishment at terminal markets was an ongoing source of producer concern and dissatisfaction. With the implementation of a producer-controlled, single-desk sales system, producer equity and competitive bidding by buyers were improved.

As outlined in the plan, the purpose of the Alberta Pork Producers' Development Corporation is to provide for effective promotion and effective control and regulation in all aspects of the marketing of Alberta slaughter hogs. Corporation regulations do not include production quota or price setting powers.

In 1981, to enhance the marketing of Alberta hogs, the Corporation purchased Fletcher's Fine Foods Ltd., a meat packing company. Since it was acquired by the Corporation, Fletcher's has financed its operations and expansion from its activity, and has not required producer assistance.

The Corporation is a producer-controlled organization administered by nine elected directors and 45 elected delegates. The Board of Directors is responsible for the operation of the plan, and the delegates, in addition to acting as an advisory body to the Board, approve the marketing levy, establish per diem payments for delegates and directors on Corporation business, and appoint auditors. In 1988-89, there were approximately 6,700 active producers in Alberta.

Corporation activities and services include:

a) the daily marketing of hogs for slaughter;
b) the operation of five assembly yards at key locations;
c) the provision of market information service (a toll-free code-a-phone plus mail commentary);
d) the provision of an in-transit voluntary insurance program for market hogs;
e) the operation of a settlement system for all hogs sold;
f) the provision of an accounting service, at no fee, for truckers and assemblers who handle market hogs;
g) the provision of support for research projects of importance to Alberta producers;
h) the promotion of pork and the provision of educational programs;
i) the publishing of the Western Hog Journal (distributed throughout Western Canada);
j) the provision of producer information services;
k) the representation of producers at the national and international level through membership in the Canadian Pork Council;

l) the representation of producers at the provincial level on a direct basis and through membership in industry associations.

During 1988, the Corporation was involved in various activities on behalf of Alberta pork producers, such as: finding out-of-province markets for significant numbers of hogs not slaughtered because of a labour disruption; expanding activity in the consumer marketplace with a well-received New Fresh Pork Promotion Program; supporting and encouraging efforts toward the implementation of the Canada - U.S. Free Trade Agreement; encouraging all provinces to join the National Tripartite Hog Stabilization Program; assisting in efforts to overcome a U.S. hog countervailing duty; carrying out a program of increasing producer awareness regarding proper use of veterinary drugs on the farm; encouraging improved livestock handling and husbandry with the establishment of an Animal Care Committee; working with other groups to change the method of payment of the Crow Benefit; and establishing an Environment Committee to provide assistance to producers with land use concerns.

Acting on a producer resolution from a district annual meeting, the Corporation's district delegates unanimously supported a name change. In late 1988, the Directors obtained approval to allow the words "Development Corporation" to replace the words "Marketing Board". The new name did not affect the structure or powers of the organization.

In 1988-89, the Directors of the Corporation were:

Bill Devereux, Chairman	998-3165	Fort Saskatchewan
Jim Smith, Vice-Chairman	227-2204	Innisfail
Dan Astner, Executive Member	877-2519	Ferintosh
Any Vanessen, Director	732-4939	Picture Butte
Allen Toles, Director	546-2377	Acme
Ken Rempel, Director	662-4003	Tofield
Harry DeWindt, Director	398-2377	Thorhild
Jurgen Preugschas, Director	786-2187	Mayerthorpe
Art Rempel, Director	567-2444	Grande Prairie

The Corporation's General Manager was:

Ed Schultz .....474-8288 Edmonton
(Fax 471-8065)

Included among the Corporation staff is a full-time resource economist who provides the Directors with analysis and policy development support.

The Alberta Potato Marketing Board (APMB)

The Alberta Potato Marketing Board was proclaimed by the Government of Alberta on September 19, 1988.

The APMB is dedicated to the promotion of the potato industry by:

- protecting and stabilizing the financial return to producers;
- encouraging the production of a quality product;
- creating a market situation in which producers can sell their product.

The responsibilities of the APMB are:

- establishment of study and research priorities, and extension of research results;
- advertising and sales promotion;
- market development;
- public relations;
- promotion of increased consumer awareness of an Alberta-grown product.

The APMB works to ensure a fair market share for all potato producers in Alberta. The regulatory function of the APMB is to establish and maintain a minimum price on all table and seed stock (excluding potatoes for processing) sold in Alberta. Registered producers growing over five acres of potatoes are licensed by the APMB, as are dealers, packers, and processors.

In 1988-89, the staff and Board members of the APMB were:

Jim Visser, Chairman	472-611	Edmonton
Ian McGillivray, Vice-Chairman	345-5301	Coaldale
Gerald Perry, Director	345-4176	Coaldale
Kevin Tashiro, Director	654-2769	Vauxhall
Greg Nakamura, Director	223-2615	Taber
Richard Motokado, Director	362-2366	Rainier
Irene Prins, Director	782-2569	Lacombe

Jan Brown, Manager

The office of the Alberta Potato Marketing Board is located at #244, 2116-27 Avenue N.E., Calgary, Alberta, T2E 7A6. Telephone: (403) 291-2430.

The Alberta Sheep and Wool Commission

The Alberta Sheep and Wool Commission Plan was implemented in 1972. The function of the Commission is to collect a service charge from producers for promotion,

advertising, and research. The duties of the Commission are:

a) to provide for the initiation, support or conduct of programs for stimulating, increasing and improving the economic well-being of the sheep industry by developing improved marketing methods, grading standards, quality standards, and research and development programs;
b) to collect a service charge pursuant to regulations made by the Council with respect to sheep and wool produced in Alberta;
c) to provide for the initiation, support or conduct of studies and research in connection with production, handling, processing, grading and marketing of sheep and wool, and including studies and research dealing with consumer needs and demands;
d) to provide for the initiation, support or conduct of promotional activities dealing with production, handling, processing, packaging, grading and marketing of sheep and wool, with a particular emphasis on lamb production;
e) to make funds available to any organization for programs that are compatible with the aims and objectives of this plan;
f) to recover from a livestock dealer, sheep association or wool dealer as liquidated damages, an amount equal to the fee required by the regulations to be deducted from the sale proceeds payable to a sheep or wool producer to the extent that such livestock dealer, sheep association or wool dealer has failed to so deduct.

In 1988-89, the Commission's main promotional activities were in-store demonstrations, radio promotions, and participation at conventions and fairs.

The members of the Alberta Sheep and Wool Commission continued to expand their activities within the province and on the national and international scene.

In 1988-89, the Commission's members and staff were:

Roy Johns, Chairman
Verl Tolley
Morag Othen
Gerry Pittman
Kathy Playdon
Ian Clark
Clarence Jones
Will Verboven, Secretary-Manager

The office of the Alberta Sheep and Wool Commission is located at #207, 6715-8 Street N.E., Calgary. Telephone: (403) 295-1988.

The Alberta Sugar Beet Growers' Marketing Board

The Alberta Sugar Beet Marketing Plan was implemented in 1983 and revised in 1988. That year, a vote of the registered producers showed a favorable acceptance of the marketing plan and assured the continuation of the Marketing Board.

The functions of the Board are to negotiate prices to be paid to producers, to allot marketing quotas, and to improve and increase the production and marketing of sugar beets. The duties of the Board, as stated in the plan, are:

a) to establish negotiating agencies to settle matters regarding minimum prices and the terms, conditions and form of agreements relating to the marketing of sugar beets;
b) to establish a system of quotas for the marketing of sugar beets;
c) to provide for the licensing of processors and registered producers;
d) to establish and maintain a system of marketing whereby sugar beets are marketed through processors in accordance with the plan and the regulations enacted in respect of the plan;
e) to initiate and carry out projects or programs which commence, stimulate, increase or improve the production or marketing, or both, of sugar beets or any product resulting from the processing of sugar beets;
f) to give support to and to co-operate with marketing boards or other organizations which have objectives similar to or compatible with the objectives of the Board.

In the spring of 1989, a new three-year contract agreement was signed by the Alberta Sugar Beet Growers' Marketing Board and the Alberta Sugar Company. Basic changes were:

- payment would be made on individual growers' sugar content;
- Alberta Sugar Company would pay for all capital costs and operations of a tare lab required for calculation of tare and sugar content;
- there would be an increase in the settlement clause with respect to the growers' share of sugar on dollars per tonne;
- approximately 31,000 acres would be grown in 1989, a three percent increase over the 1988 acreage.

A new method of calculating the payment to growers was instituted in 1989. A sample is taken from 50 percent

of the loads delivered by each farmer and tested to calculate the sugar content of each individual's sugar beets. When the harvest is complete and the total average sugar content and total tonnage are known, the individual tests are used to determine the amount the individual is to be paid. Thus, if a sugar beet grower has had the proper growing conditions and has used proper farm management technology, the sugar content would likely be higher than the total harvest average, and the producer would therefore receive more money.

In 1988-89, the Directors of the Alberta Sugar Beet Growers' Marketing Board were:

Paul Thibodeau, Chairman	223-9087	Taber
Edward Hranac, Vice-Chairman	345-3888	Coaldale
Brian Anderson, Executive Director	223-8532	Taber
John Zeinstra, Executive Director	738-4676	Picture Butte
Richard Butler, Director	545-6431	Bow Island
Frank Klemen, Director	654-2687	Vauxhall
Ron Sutka, Director	345-3847	Taber
Rudy Wall, Director	345-3180	Coaldale

The Board office is located at 3514-6 Avenue North, Lethbridge, T1H 1N8. Telephone: (403) 327-3242. Fax: (403) 327-3076.

The Alberta Turkey Growers' Marketing Board

The Alberta Turkey Growers' Marketing Plan was implemented in 1966. The function of the Board is to set prices to be paid to producers and to allot marketing quotas. The duties of the Board are:

a) to maintain a fair and stable price for turkeys;
b) to develop and maintain the orderly marketing of turkeys;
c) to provide a uniform, high quality of turkeys for the market;
d) to maintain adequate advertising and promotion of turkey;
e) to ensure a consistent, year-round supply of turkeys for the processing and consumer market; and
f) to work with marketing boards with similar objectives in other provinces.

Following the 1987 amendment of the Marketing of Agricultural Products Act, the Board revised its regulations. One major change allows the Board to fine growers who market volumes greater than those allocated to them by the Board. This new regulation was the first major rewriting of the plan since the Board was formed 22 years ago.

The Board is a signatory of the Canadian Turkey Marketing Agency. Alberta receives an annual allocation for turkey production from the Agency and in the past few years has been paying fines to the Agency for over-production.

The Alberta Turkey Marketing Board is actively developing a two-year marketing plan for the promotion of turkey in Alberta. As well, the Board continues to work with local home economists to demonstrate the preparation of turkey for festive occasions.

In 1988-89, the members and staff of the Alberta Turkey Growers Marketing Board were:

Henry Zolkewski, Chairman	398-2003	Thorhild
Steve Cullum, Vice-Chairman	443-7428	Three Hills
Maria Diamond	337-2811	Carstairs
Dale Enarson	877-3951	Ferintosh
Michael Lowen	553-3766	Fort Macleod

Greg Smith, General Manager
Christine Kenzie, Office Secretary

The Board office is located at #202, 8711A-50 Street, Edmonton, T6B 1E7. Telephone: (403) 465-5755 Fax: (403) 465-5528

The Alberta Vegetable Growers' Marketing Board

The first Alberta Vegetable Growers' Marketing Plan was implemented in 1958. In 1988-89, a new plan was drawn up to bring it within the structure of the new Marketing of Agricultural Products Act.

The functions of the Board are to set prices paid to producers after negotiations with processors, and to negotiate individual contracts for acreages issued by processors.

As summarized in the plan, the duties of the Board are:

a) to maintain and improve the methods and practices of growing, producing, harvesting, transporting, grading, processing, packing, storing and marketing of the regulated product;
b) to maintain a fair, stabilized price for the regulated product;

c) to maintain and improve the orderly marketing of the regulated product;
d) to provide a uniform, high quality of regulated product for processing;
e) to ensure that the regulated product is supplied in sufficient quantities to allow for a consistent, year-round supply of the processed product for the trade and consumer market;
f) to require growers to sell the regulated product to or through designated agencies licensed by the Board;
g) to work with marketing boards or organizations in Canada having similar objectives;
h) to maintain and improve advertising for the promotion of the processed product.

The major processor has expanded the vegetable industry by opening new markets. With the drought in 1988, more markets became available in Eastern Canada and the Mid-Western United States. Alberta product was very well received, and many orders were placed for 1989. Expanded acreage greatly benefitted the processing industry.

The Alberta Vegetable Growers' Marketing Board had representatives on the Alberta Horticulture Advisory Committee, the Alberta Horticulture Research Centre Advisory Committee, and Unifarm. The Board is also a member of the National Committee on Vegetables-for-Processing.

The 1988-89 staff and members of the Alberta Vegetable Growers' Marketing Board were:

Garth Harris, Chairman	223-3801	Taber
Rudy Gregus, Vice-Chairman	223-4339	Taber
Dale Evanson	223-3856	Taber
Roy Maier	223-4232	Taber
Allen Sera	345-3841	Coaldale
Harold Unruh	654-2801	Vauxhall
Ian Wood	223-8477	Taber

Arthur Anderson, Secretary-Manager
Irene Anderson, Secretary

The office of the Alberta Vegetable Growers' Marketing Board is located at 5502-48 Avenue, Taber, Alberta, P.O. Box 2273, T0K 2G0. Telephone: (403) 223-4242

NATIONAL MARKETING AGENCIES

National Farm Products Marketing Council

The National Farm Products Marketing Council was established in 1972 under the Farm Products Marketing Agencies Act, to supervise agencies set up to administer national and regional marketing plans. The Act allows producers of farm products (other than industrial milk and wheat) to develop national and regional marketing plans. Plans including supply management are allowed only for eggs, poultry products and tobacco. There are now four national agencies, marketing eggs, turkeys, chickens and hatching eggs.

In supervising the agencies, the National Council advises the Federal Minister of Agriculture on all matters relating to their establishment, operation and performance. It works with the agencies and provincial marketing councils to promote more effective marketing of the regulated products in interprovincial and export trade. The National Council has the power to call public hearings on any aspect of, or relating to, agency operations, as well as on any proposal to establish a new agency.

The National Council has four duties under the Farm Products Marketing Agencies Act:

1) to advise the Minister of Agriculture on all aspects of the Act;
2) to review the operation of agencies;
3) to work with agencies in promoting effective marketing in interprovincial and export trade;
4) to consult with provinces.

The legisla ion does not provide any role for either the National Council or a national agency in the imposition and maintenance of import restrictions. There are presently import controls on eggs, turkeys and chicken, and these are administered through the Federal Department of External Affairs.

The National Council supervises the Canadian Chicken Marketing Agency (CCMA), the Canadian Egg Marketing Agency (CEMA), the Canadian Turkey Marketing Agency (CTMA), and the Canadian Broiler Hatching Egg Marketing Agency (CBHEMA).

The Canadian Broiler Hatching Egg Marketing Agency

The Canadian Broiler Hatching Egg Marketing Agency sets a preliminary production target for each signatory province in the fall of each year. This target is based on a formula agreed to by the signatory provinces. A separate calculation is made for each province whether or not it is

Broiler Hatching Egg
Net Provincial Production[1]
1984 – 1988

Province	1984	%	1985	%	1986	%	1987	%	1988	%	Number of Producers
	(thousands of hatching eggs)										
B.C.	39,329	11.1	41,455	11.4	45,302	11.8	50,310	11.8	51,786	11.9	39
Alberta	45,191	12.8	44,268	12.2	46,097	12.0	50,545	11.9	49,649	11.4	59
Saskatchewan	9,775	2.8	10,910	3.0	11,672	3.0	13,588	3.2	12,085	2.8	14
Manitoba	14,608	4.1	15,610	4.3	15,470	4.0	17,934	4.2	21,205	4.9	37
Ontario	113,459	32.1	116,033	31.9	122,679	31.8	141,222	33.1	144,235	33.2	88
Quebec	104,174	29.5	105,655	29.1	114,149	29.6	121,825	28.6	122,784	28.3	71
Atlantic Prov.[2]	26,786	7.6	29,356	8.1	29,978	7.8	30,688	7.2	32,240	7.4	N/W
Canada	**353,322**	**100.0**	**363,287**	**100.0**	**385,347**	**100.0**	**426,112**	**100.0**	**433,884**	**100.0**	**308**

Source: Agriculture Canada HATCHERY REVIEW

[1] equals net eggs set less imports and interprovincial "in" plus exports and interprovincial movement "out"

[2] Breakdown by Atlantic Province not available for reasons of confidentiality

Chicken
Provincial Quota Allocation
1985 – 1988

Province	Quota	Market Share	Quota	Market Share	Quota	Market Share	Quota	Market Share	Number of Producers
	(000 kg)	%	(000 kg)	%	(000 kg)	%	(000 kg)	%	
B.C.	44,185	9.730	48,835	10.266	52,168	10.130	54,464	10.360	226
Alberta	40,570	8.934	41,294	8.681	42,832	8.317	43,381	8.252	234
Saskatchewan	12,227	2.692	13,356	2.808	14,513	2.818	14,662	2.789	71
Manitoba	19,776	4.355	20,675	4.346	21,165	4.110	20,726	3.942	141
Ontario	158,804	34.969	165,018	34.690	182,118	35.363	185,236	35.235	781
Quebec	144,287	31.772	148,719	31.263	161,379	31.336	164,710	31.330	681
New Brunswick	12,021	2.647	13,354	2.807	14,464	2.809	14,672	2.791	39
Nova Scotia	15,509	3.415	17,066	3.588	18,712	3.633	19,127	3.638	71
P.E.I.	442	0.097	950	0.200	798	0.155	1,367	0.260	13
Newfoundland	6,303	1.388	6,432	1.352	6,853	1.331	7,373	1.402	20
Canada	**454,124**	**100.00**	**475,699**	**100.00**	**515,002**	**100.00**	**525,718**	**100.00**	**2,277**

Source: CCMA Quota regulations
Note: all figures refer to eviscerated weight and are subject to approximation and or rounding.

a member of the Agency. Adjustments to the provincial allocations are made throughout the year in response to changing marketing conditions. The National Council must annually approve the Agency's quota regulations, including the quota order.

The levy to cover the Agency's administrative costs is collected on the Agency's behalf by the broiler marketing boards in each member province. The levy must be approved by the National Council.

In 1988, the Agency requested that broiler hatching eggs and chicks be placed on the Import Control List. In December 1988, the Federal Minister of Agriculture and the Minister for International Trade agreed that a parallel process would be followed; amendments to the Agency's proclamation and marketing plan and the Order-in-Council instituting import controls on broiler hatching eggs and chicks were to be submitted to the Cabinet together. The Agency's proclamation and marketing plan were to be amended to allow it to control the interprovincial movement of chicks from the unregulated area to the regulated area.

Effective March 28, 1989, the proposed amendments to the Agency's proclamation and marketing plan were pre-published in the Canada Gazette for 30 days. Following pre-publication, the Secretary of State for External Affairs asked the Cabinet to place broiler hatching eggs and chicks on the Import Control List.

Canadian Chicken Marketing Agency (CCMA)

The Canadian Chicken Marketing Agency sets a preliminary national production target (quota) and allocates it in advance to the provinces in the fall of each year. The Agency sets the quota level based on recommendations from its supply management committee; this committee is composed of representatives of all sectors of the chicken industry, as well as consumers and provincial government representatives. Adjustments to the quota may be made periodically in response to changing market conditions during the year. The National Farm Products Marketing Council must approve the Agency's quota order and requires that the Agency justify any departure from the production level recommended by the supply management committee. When allocating shares of the national quota to an individual province, the Agency first considers the basic provincial market shares set out in the

Chicken
CCMA Quota Allocations
1988 – 1989

Quote Period	Regulated Area	Unregulated Area[1]	Total	Actual Production	Over (under) Production
		(kg evisc.)			
1988 preliminary	493,620,000	44,380,000	538,000,000		
1st period	101,377,583	9,122,417	110,500,000	111,744,159	1,244
2nd period	96,331,278	8,668,722	105,000,000	102,975,005	(2,024,995)
3rd period	98,173,570	8,826,430	107,000,000	101,951,372	(5,048,628)
4th period	96,338,550	8,661,450	105,000,000	100,042,902	(4,957,098)
5th period	90,117,066	8,102,099	98,219,165	106,292,721	8,073,556
1988 final	**482,338,047**	**43,381,117**	**525,719,164**	**523,006,159**	**(2,713,005)**
1989 preliminary	500,625,000	43,875,000	544,500,000		
1st period	98,561,983	8,638,017	107,200,000	107,852,000[2]	652,000[2]
2nd period	94,884,298	8,315,702	103,200,000		
3rd period	94,976,239	8,323,760	103,300,000		

Source: NFPMC
[1] Alberta
[2] Preliminary

chicken marketing plan. These shares represent the production levels at the time the Agency was established.

The CCMA's administrative costs are covered by a levy which is collected on its behalf by the chicken marketing boards in each province. This levy is included in the Agency's cost of production formula. The National Farm Products Marketing Council must approve the levy annually.

The Canadian Egg Marketing Agency (CEMA)

Because the demand for table eggs is fairly stable, the Canadian Egg Marketing Agency's quota requires little change from year to year. The National Council, however, must approve annually the Agency's quota allocations and levy orders.

The quota regulations state rules and requirements relating to the administration of quota and contain the national production target for each year. Because of the different federal and provincial jurisdictions, the CEMA's regulations apply to quota for marketing eggs in interprovincial and export trade. The regulations of the provincial boards apply to the production and marketing of eggs within the particular province.

The CEMA uses two levies in its cost of production formula. The formula is used to set producer prices for grade A large eggs. One levy covers the Agency's administrative costs, which include the costs of eggs exported from Canada for surplus removal. The other levy (the consumer levy) funds the Agency's domestic surplus removal program. This producer levy is not passed on to consumers in the cost of production formula. All levies must be approved by the National Council.

CEMA, through its surplus removal program, is responsible for purchasing surplus eggs from producers and selling them to Canadian breakers or export markets. Surplus eggs sold to Canadian breakers for domestic use are priced at a U.S. equivalent competitive price, the Urner-Barry formula price. Export surplus is sold to the highest bidder and usually fetches a price lower than the Urner-Barry price.

Eggs
Provincial Quota Allocation
1985 – 1988

Province	Quota	Market Share	Quota	Market Share	Quota	Market Share	Quota	Market Share	Number of Producers
				(000's of dozens)					
B.C.	54,883	11.988	54,883	11.988	54,883	11.998	54,883	11.988	162
Alberta	39,634	8.657	39,634	8.657	39,634	8.657	39,634	8.657	232
Saskatchewan	21,676	4.734	21,676	4.734	21,676	4.735	21,676	4.735	81
Manitoba	51,947	11.347	51,947	11.347	51,947	11.347	51,947	11.347	240
Ontario	173,768	37.956	173,768	37.956	173,768	37.956	173,768	37.956	704
Quebec	75,393	16.468	75,393	16.468	75,393	16.468	75,393	16.468	190
New Brunswick	9,386	2.050	9,386	2.050	9,386	2.050	9,386	2.050	23
Nova Scotia	18,697	4.084	18,697	4.084	18,697	4.084	18,697	4.084	42
P.E.I.	3,273	0.715	3,273	0.715	3,273	0.715	3,273	0.715	29
Newfoundland	9,163	2.001	9,163	2.001	9,163	2.001	9,163	2.001	31
Canada	**457,820**	**100.000**	**457,820**	**100.000**	**457,820**	**100.000**	**457,820**	**100.000**	**1,734**

Source: CEMA Quota regulations

The Canadian Turkey Marketing Agency (CTMA)

To encourage producers to schedule production for the early months of the year, the Canadian Turkey Marketing Agency sets a preliminary annual national production target (quota) approximately six months in advance of each calendar year. This quota is then distributed by a formula and a negotiation process among the provinces. It is based on factors similar to those used by the Canadian Chicken Marketing Agency. Once the amount of frozen product in storage and its composition by weight of birds as of January 1 is known, the Agency adjusts the national total and provincial shares to ensure that the total annual market demand is met and the surplus storage stocks are at a reasonable level.

The Agency takes into consideration the recommendations of its consultative committee and production committee when setting its annual production targets. The consultative committee represents all sectors of the turkey industry as well as government and consumers. The production committee is composed of the managers of three of the provincial turkey marketing boards. When distributing quota among the provinces, the Agency first considers the basic provincial market shares which were set out in the turkey marketing plan, based on production levels at the time the Agency was established. Any increased production must be allocated according to criteria listed in the marketing plan, such as comparative advantage of production. A quota order must be approved by the National Council before it can go into effect. The Agency must provide, to the National Council, documented justification for quota levels and a rationale for the methodology used to arrive at provincial allocations.

The CTMA's administrative costs are covered by a levy which is collected on its behalf by the turkey marketing boards in each province. This levy is passed on to consumers in the costs of production formula. The levy must be approved annually by the National Farm Products Marketing Council.

Turkey
Provincial Quota Allocation
1985 – 1988

Province	Quota	Market Share	Quota	Market Share	Quota	Market Share	Quota	Market Share	Number of Producers
	(000 kg)	%	(000 kg)	%	(000 kg)	%	(000 kg)	%	
B.C.	9,541	9.513	10,089	9.798	11,203	9.963	11,919	10.279	54
Alberta	8,433	8.408	8,895	8.639	9,699	8.626	9,983	8.609	63
Saskatchewan	3,866	3.855	4,068	3.951	4,312	3.835	4,472	3.857	25
Manitoba	7,900	7.877	8,010	7.779	8,512	7.570	8,562	7.384	86
Ontario	42,713	42.589	43,691	42.432	47,343	42.104	48,732	42.027	160
Quebec	24,494	24.423	24,715	24.003	26,723	23.766	26,856	23.161	121
New Brunswick	1,362	1.358	1,381	1.341	1,707	1.518	2,266	1.954	13
Nova Scotia	1,983	1.977	2,118	2.057	2,943	2.617	3,165	2.730	16
Canada	**100,292**	**100.000**	**102,967**	**100.000**	**112,442**	**100.000**	**115,955**	**100.000**	**538**

Source. CCMA Quota regulations
Note: Values were converted from imperial units and then rounded to the nearest thousand. All figures refer to eviscerated weight.

COUNCIL'S 1988–89 ACTIVITIES

Producer Plebiscites

Potatoes

The Alberta Potato Commission requested that Marketing Council hold a producer plebiscite to consider the establishment of a Potato Marketing Board. The plebiscite was held and the producers were found to be in favour. The Alberta Potato Marketing Board was established and became operational in September of 1988. Its powers are limited to those of setting minimum prices for table and seed potatoes sold in the province, with processing potatoes excluded from the plan. The new Board also has the power to license producers and processors.

Turkeys

The Alberta Turkey Growers' Marketing Board approached Council and requested a change in their marketing plan. They requested the power to levy cash fines on those producers who produced in volumes exceeding their quota allocation. It was Marketing Council's view that this type of power should only be added to a marketing plan pursuant to a producer plebiscite. Accordingly, the Council supervised a producer vote on the revised plan. This change was strongly supported by the producers and implemented in December of 1988. The Board also concurrently updated and revised its regulations.

Sugar Beets

The Alberta Sugar Beet Growers' Marketing Board was established in June 1983. Under the original marketing plan, it was required that a producer plebiscite be held prior to the end of 1988 to determine whether or not the plan should continue. Council conducted this plebiscite, which showed a significant majority of producers in favour of the continuation of the plan. The Board is now in the process of updating its regulations.

Regulation Changes and Approvals

Under Marketing Council's supervision, revised regulations were completed and filed for the Alberta Turkey Growers' Marketing Board, the Alberta Potato Marketing Board and the Alberta Cattle Commission. As well, an updated plan for the Alberta Egg and Fowl Marketing Board and plans for the establishment of the Alberta Canola Producers' Commission and the Alberta Pulse Growers' Commission were formally considered. In addition, draft regulations were reviewed and considered for the implementation of commissions for the Soft Wheat Growers and for the Winter Wheat Growers. Council approved two amendments under the Alberta Pork Producers' marketing plan. The first amendment was to allow the Board to require a certificate from a producer indicating that the hogs being marketed had been removed from medication for a specified period of time. The second amendment was to change the Board's name to the Alberta Pork Producers' Development Corporation.

Quota Management

Marketing Council recently amended its Quota Transfer Policy and this was reported in our annual report for last year. Pursuant to these amended policies, the Alberta Egg and Fowl Marketing Board and the Alberta Chicken Producers' Marketing Board held producer meetings and obtained approval to update their regulations as they relate to quota transfer. It is expected that both these boards will implement new regulations to allow the transfer of quota without facilities.

National Marketing Agencies

Canadian Broiler Hatching Egg Agency

Marketing Council, as a signatory to the Federal-Provincial Agreement for Hatching Egg Producers, approved two amendments. One was for the admission of British Columbia into the Agency, while the other dealt with a technical change regarding quota allotments within unregulated regions. These amendments helped meet requirements set by the National Farm Products Marketing Council.

Canadian Chicken Marketing Agency

At a special meeting, the Alberta chicken producers instructed their board to negotiate for Alberta's entry into the Canadian Chicken Marketing Agency. Marketing Council participated in the negotiations and discussions, and assisted the producers by obtaining the necessary approvals from the Alberta signatories.

COUNCIL MEMBERS AND STAFF

Harvey Buckley, Chairman	932-5561	Calgary
Doug Caswell	290-4789	Calgary
Isabelle (Dolly) Drake	434-1812	Edmonton
Garry Benoit	427-7325	Edmonton
Aaron Falkenberg	922-5328	Sherwood Park
Ron Hierath	647-2109	Milk River
John Prentice	985-3611	Calmar
Dietrich Kuhlman	475-7500	Edmonton
Frank Spanbauer	223-3660	Barnwell
Ken Smith, General Manager	427-2164	Edmonton
Clifton Foster, Council Secretary	427-2164	Edmonton
Diane Aves, Executive Coordinator	427-2164	Edmonton

New Members in 1988-89

Dietrich Kuhlman

Dietrich Kuhlman was appointed to the Agricultural Products Marketing Council in July 1988. Mr. Kuhlman emigrated from Germany to Canada in 1955 and took up residence in Saskatchewan. After completing school, he moved to Edmonton where he was employed until he opened his market gardening operation northeast of the city in 1962. Mr. Kuhlman has remained in the vegetable business and has expanded his operation into the present family partnership which includes greenhouse and garden centre operations and a wholesale vegetable business.

Over the years, Mr. Kuhlman has held positions in several agricultural organizations including: Chairman and Vice-Chairman of the Alberta Fresh Vegetable Growers' Marketing Board; Chairman and Vice-Chairman of the Alberta Greenhouse Growers Association; Chairman and Vice Chairman of the Alberta Vegetable Advisory Committee.

Frank Spanbauer

Frank Spanbauer was appointed to Marketing Council in July of 1988. Mr. Spanbauer lives near Barnwell in southern Alberta where he raises sugar beets, dry beans, soft white wheat, and malting barley under irrigation.

Mr. Spanbauer has held various executive positions in several industry organizations, including: President of the Pulse Growers' Association for three years, Chairman of the Table Seed Cleaning Association for five years, Director of the Soft Wheat Growers Central Board for three years, Chairman of the Taber local of the Soft Wheat Growers Central Board for two years. Mr. Spanbauer is a Director of the Western Pulse Growers' Association and the Western Delegate to the National Tripartite Stabilization Committee for Dry Edible Beans. He is also a member of the Regional Board for Farming for the Future, the Alberta Agricultural Development Corporation Review Board, and the Federal Grains and Oilseeds Safety Net Task Force.

Clifton Foster

Clifton Foster joined the Marketing Council on August 8, 1988.

Mr. Foster received a Bachelor of Business Administration (Finance and Accounting) from the University of Prince Edward Island and Master of Business Administration (Finance) from the University of Western Ontario. Prior to returning to university, he owned and operated Fosdick Farms, a dairy and hog farm in Prince Edward Island.

Mr. Foster has held the positions of Vice Chairman and Chairman, Quota Administration of the P.E.I. Milk Marketing Board.